

Rep Order# 9818107 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/13/2012 8:42 AM  
Last Received: 09/12/2012 10:33 PM  
Showing Buylines: All Lines

1 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 984  
Buyer Stephanie Maroney  
Phone#  
Fax#

56127  
Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/984  
Flight Dates 09/14/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	F	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/14-09/14	1	P2	1	\$225.00	
	2	M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/17-09/17	1		1	\$225.00	
	3	TU	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/18-09/18	1		1	\$225.00	
	4	W	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/19-09/19	1		1	\$225.00	
	5	TH	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/20-09/20	1		1	\$225.00	
	6	F	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/21-09/21	1		1	\$225.00	
	7	F	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$175.00	09/14-09/14	1	P2	1	\$175.00	
	8	M	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$175.00	09/17-09/17	1		1	\$175.00	
	9	TU	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$175.00	09/18-09/18	1		1	\$175.00	
	10	W	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$175.00	09/19-09/19	1		1	\$175.00	
	11	TH	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$175.00	09/20-09/20	1		1	\$175.00	

Rep Order# 9818107 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/13/2012 8:42 AM  
Last Received: 09/12/2012 10:33 PM  
Showing Buylines: All Lines

2 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 984  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/984  
Flight Dates 09/14/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	F	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$175.00	09/21-09/21	1 P2	1	1	\$175.00	
	13	SA	2P-3P	LAW & ORDER CI	:30	\$100.00	09/15-09/15	1 P3	1	1	\$100.00	
	14	SA	2P-3P	LAW & ORDER CI	:30	\$100.00	09/22-09/22	1	1	1	\$100.00	
	15	SA	3P-4P	LAW & ORDER CI	:30	\$125.00	09/15-09/15	1	1	1	\$125.00	
	16	SA	3P-4P	LAW & ORDER CI	:30	\$125.00	09/22-09/22	1	1	1	\$125.00	
	17	F	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$300.00	09/14-09/14	1 P1	1	1	\$300.00	
	18	M	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	19	TU	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$300.00	09/18-09/18	1	1	1	\$300.00	
	20	W	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$300.00	09/19-09/19	1	1	1	\$300.00	
	21	TH	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$300.00	09/20-09/20	1	1	1	\$300.00	
	22	F	5P-6P	FAMILY FEUD / FAMILY FEUD	:30	\$300.00	09/21-09/21	1	1	1	\$300.00	
	23	F	7P-730P	TWO & A HALF MEN	:30	\$500.00	09/14-09/14	1 P2	1	1	\$500.00	
	24	M	7P-730P	TWO & A HALF MEN	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	25	TU	7P-730P	TWO & A HALF MEN	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
	26	W	7P-730P	TWO & A HALF MEN	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
	27	TH	7P-730P	TWO & A HALF MEN	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	28	F	7P-730P	TWO & A HALF MEN	:30	\$500.00	09/21-09/21	1	1	1	\$500.00	

Rep Order# 9818107 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/13/2012 8:42 AM  
Last Received: 09/12/2012 10:33 PM  
Showing Buylines: All Lines

3 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 984  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/984  
Flight Dates 09/14/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SA	7P-730P	TWO & A HALF MEN	:30	\$350.00	09/15-09/15	1	1	1	\$350.00	
	30	SA	7P-730P	TWO & A HALF MEN	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	

---REPORT TOTALS---

Report Totals: 30 / \$8,350.00

---SALES MONTHLY TOTALS---

Sep 12: 30 / \$8,350.00

Sales Totals: 30 / \$8,350.00

Station Totals: 30 / \$8,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$278,333	CABL 0%	EKRC 3%	UNKN 0%	WBQC 0%	WCPO 24%
		WKRC 40%	WLWT 20%	WSTR 0%	WXIX 13%	

Books null  
Demos RA35+

# Spot Manager: All, 09/14/12-09/23/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Crossroads Media												
Station: EKRC-TV												
Order: 56127												
Line: 1												
09/14/12	Friday	7:15:26 AM	:30	\$225.00		7a Good Morn Cincinna 7a-8a		Crossroads GPS	984	P-2	1	MWASH-
				\$225.00								
Line: 2												
09/17/12	Monday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		Crossroads GPS	984	P-2	1	MWASH-
				\$225.00								
Line: 3												
09/18/12	Tuesday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		Crossroads GPS	984	P-2	1	MWASH-
				\$225.00								
Line: 4												
09/19/12	Wednesday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		Crossroads GPS	984	P-2	1	MWASH-
				\$225.00								
Line: 5												
09/20/12	Thursday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		Crossroads GPS	984	P-2	1	MWASH-
				\$225.00								
Line: 6												
09/21/12	Friday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		Crossroads GPS	984	P-2	1	MWASH-
				\$225.00								
Line: 7												
09/14/12	Friday	3:23:39 AM	:30	\$175.00		M-F 8a-9a	8a-9a	Crossroads GPS	984	P-2	1	MWASH-
				\$175.00								
Line: 8												
09/17/12	Monday		:30	\$175.00		M-F 8a-9a	8a-9a	Crossroads GPS	984	P-2	1	MWASH-
				\$175.00								
Line: 9												
09/18/12	Tuesday		:30	\$175.00		M-F 8a-9a	8a-9a	Crossroads GPS	984	P-2	1	MWASH-
				\$175.00								
Line: 10												
09/19/12	Wednesday		:30	\$175.00		M-F 8a-9a	8a-9a	Crossroads GPS	984	P-2	1	MWASH-
				\$175.00								
Line: 11												
09/20/12	Thursday		:30	\$175.00		M-F 8a-9a	8a-9a	Crossroads GPS	984	P-2	1	MWASH-
				\$175.00								
Line: 12												
09/21/12	Friday		:30	\$175.00		M-F 8a-9a	8a-9a	Crossroads GPS	984	P-2	1	MWASH-
				\$175.00								
Line: 13												
09/15/12	Saturday		:30	\$100.00		Sa 12p-6p	(2:00:00 PM-3:00:00 P	Crossroads GPS	984	P-3	1	MWASH-

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/14/12-09/23/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
------	---------	----------	--------	------	-------	--------------------	-------------	-------------------------	------------	----------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: EKRC-TV

Order: 56127

Line: 13

				\$100.00							1	
--	--	--	--	----------	--	--	--	--	--	--	---	--

Line: 14

09/22/12	Saturday		:30	\$100.00		Sa 12p-6p	(2:00:00 PM-3:00:00 P	Crossroads GPS	984	P-3	1	MWASH-
				\$100.00							1	

Line: 15

09/15/12	Saturday		:30	\$125.00		Sa 12p-6p	(3:00:00 PM-4:00:00 P	Crossroads GPS	984	P-3	1	MWASH-
				\$125.00							1	

Line: 16

09/22/12	Saturday		:30	\$125.00		Sa 12p-6p	(3:00:00 PM-4:00:00 P	Crossroads GPS	984	P-3	1	MWASH-
				\$125.00							1	

Line: 17

09/14/12	Friday	13:49 PM	:30	\$300.00		M-F 5p-6p	5p-6p	Crossroads GPS	984	P-1	1	MWASH-
				\$300.00							1	

Line: 18

09/17/12	Monday		:30	\$300.00		M-F 5p-6p	5p-6p	Crossroads GPS	984	P-1	1	MWASH-
				\$300.00							1	

Line: 19

09/18/12	Tuesday		:30	\$300.00		M-F 5p-6p	5p-6p	Crossroads GPS	984	P-1	1	MWASH-
				\$300.00							1	

Line: 20

09/19/12	Wednesday		:30	\$300.00		M-F 5p-6p	5p-6p	Crossroads GPS	984	P-1	1	MWASH-
				\$300.00							1	

Line: 21

09/20/12	Thursday		:30	\$300.00		M-F 5p-6p	5p-6p	Crossroads GPS	984	P-1	1	MWASH-
				\$300.00							1	

Line: 22

09/21/12	Friday		:30	\$300.00		M-F 5p-6p	5p-6p	Crossroads GPS	984	P-1	1	MWASH-
				\$300.00							1	

Line: 23

09/14/12	Friday	7:21:44 PM	:30	\$500.00		M-F 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
				\$500.00							1	

Line: 24

09/17/12	Monday		:30	\$500.00		M-F 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
				\$500.00							1	

Line: 25

09/18/12	Tuesday		:30	\$500.00		M-F 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
				\$500.00							1	

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 09/14/12-09/23/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Crossroads Media												
Station: EKRC-TV												
Order: 56127												
Line: 26												
09/19/12	Wednesday		:30	\$500.00		M-F 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
											1	
Line: 27												
09/20/12	Thursday		:30	\$500.00		M-F 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
											1	
Line: 28												
09/21/12	Friday		:30	\$500.00		M-F 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
											1	
Line: 29												
09/15/12	Saturday		:30	\$350.00		Sa 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
											1	
Line: 30												
09/22/12	Saturday		:30	\$350.00		Sa 7p-730p	7p-730p	Crossroads GPS	984	P-2	1	MWASH-
											1	
											30	
											30	
											30	
											30	
											30	
											30	

[Filtered by: ] [Sorted by: Station]